How to Be a Better Such Is Life! Salesman And Earn Bigger Pay

By Roy Griffith The Evening World's Authority on Successful Salesmanship.

In Mr. Grighth's "Answer Column" he will be glad to aid salesmen in their salesmanship problems. His replies will be published, using only the correspondents' initials.

Answers to Questions. | matter with him or his letters of ap-

L has engaged in the manufacture. I do not know, of course, whether ture of auto dusters. He wants to sell dealers and consumers both, through salesmen. He should say there wasn't because his plans to thus sell his product at wholesale and retail both. He thinks of labelling his product with the retail price. He plans to avail himself of the advantages of large of the advantages of large of the point. In the very near future I am going to write something on the proper kind of the point. the advantages offered through the on the proper kind of a letter of aptrade acceptance plan. He asks my plication. For the present let me say this: opinion of his various plans and also asks what commission or malary he should offer salesmen.

A manufacturer is inviling trouble advice of an old timer in the game. when he attempts to sell his product. He tald me where to get names and at wholesale and retail both. The addresses of the firms, and then he dealer does not take kindly to the idea that salesmen are going direct to the consumer selling the same product. The color of the consumer selling the same product. uct. The only firm I know of mak- writing letters. But I finally landed. ing a success of this operates under The point is no firm is going to go two names. This is not exactly fair any considerable distance out of its and I do not recommend it. I believe way to pay special attention to any it would be better to decide on one of one letter of application. Business the two ways of marketing-either moves too fast for that. You have to direct to the consumer through spe- just keep writing until one of your cialty salesmen or through regular letters comes to the attention of some dealers. Each plan has certain dis- sales manager who is interested in tinet advantages. Whether a firm pays a salary or dicates. Then you'll get a request to

commission, the amount of such pay. call for an interview. I wouldn't be ment is ultimately based on the discouraged, S. E. R., if I were you amount of business a salesman pro- I'd invite writer's cramp, if need be, duces. The commission plan is bei- but I'd keep right on writing letters. ter in many ways. Especially is it good for a new firm. I could not manship writings by the author you judge of the amount a salesman should receive, since I do not know hard to grasp just what he is talking the percentage of profit for the manu- about and apply it in your work. He facturer in this particular line. Remuneration would have to be based on the amount of profit to the manu-

In selling to the consumer direct, safesmen manually provive anywhere from 40 per cent, up. In selling to the trade they receive anywhere from 5 per cent up, usually.

I do not believe it is a good plan to label the product with the selling price, except in the case of selling direet to consumer. In the latter case and work both of them? You have it would be a very good idea.

in would be a very good idea.

In regard to trade acceptances any banker will be giad to give full interesting the right line. Keep after formation. To get salesmen, advertise in the classified columns of the time in the classified columns of the man are made.

8. 1. ft complains that he has actswered advertisements calling for salesmen, but he never gets an answer from the firms advertising. He thinks maybe there is something the

By Maurice Ketten



The Evening World's Kiddie Klub Korner

Conducted by Eleanor Schorer

Child Health Alphabet

By Mrs. Frederick Peterson of the Child Health Organization



served hot in the School; We wish all the Teachers could follow this Rule.

Cousin Eleanor's Klub Kolumn

THE KIDDIE KLUB The Kiddle Klub, the Kiddle Klub Is the Klub for you and me. The Wishing Ring, The Wishing Bing Is the play Cousin Eleanor and our

little Cousins acted in. Some outside tried to get in, Of the Outside Cousins I was one Also looking to get in.

Our friend the Cop shouted, "No more seats, go home," How sad our Cousins grew! When I looked around and saw bow

Our Klub had grown, I was glad that My Kiddie Klub Cousins who stood ontaide with me Just smiled and said, "Our dear,

How big her Kiddle Klub grew till the Wishing Ring played." By WILLIAM DONOHUE, New





BY SERGEANT REGINALD GRANT.

Reep hot water bottles and bags handing upsid down when not in use and they will last much longer, bayonets on its iron coat—in wain!

S. STANDIO

The Housewite South of the Part of the Par

ing to the trench and had revistered the place for a target just as he reclated buttery roads, amountain depots, railway heads, sleeping quasters—everywhere and anywhere that exhibited a trace of life tempediate, became an observation target and was subject to a hall of shell and shrapnel any hour of the day or

(To Be Continued.)

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